

**DEV D. CHHANIYARA**

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**Portfolio Link:** [www.dc7productions.com](http://www.dc7productions.com)

**Language Proficiency:** English, Swahili, Hindi & Gujarati

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**SOFTWARE PROFICIENCY:** Adobe Creative Suite, Microsoft Office Suite, Final Cut Pro, Avid, Da Vinci Resolve, iMovie, Logic Pro, Avid Pro Tools, Google Sketchup, HTML & CSS, and Online and social media fluency.

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## **EXPERIENCE**

### **SWM Intl. – Marketing Communication Specialist. MAR 2020 – PRESENT**

- Collaborated closely with marketing, product, and key stakeholders to develop multimedia content.
- Utilized best practices in B2B/B2C marketing communications to support industry-specific and product-specific messaging while adhering to corporate/product brand guidelines.
- Worked across multiple segments to obtain input from multiple commercial and technical leaders.
- Created and developed effective storytelling through video, animation, and graphic design that supports the direction of our brand and strategic objectives.
- Brought fresh ideas and creative solutions that are on-brand and speak to SWMIntl's audience.
- Participated in planning, messaging development, and creative sessions to elevate content and support campaign Go To Market strategies.
- Successfully managed projects from inception to completion within respective timelines.
- Built relationships across the organization including Integrated Marketing Communications, Marketing, Global Digital Marketing, Finance, IT, and others as needed.
- Communicated digital project status, timelines, budgets, and KPIs to senior management.
- Conceptualized and executed compelling multimedia assets for use on the web, video, social, email, and events.
- Assisted in creating and maintaining landing pages that help drive conversions and product awareness.
- Worked with information security and privacy teams to ensure marketing campaigns complied with security standards and privacy regulations.
- Researched and recommended design products/services to help the company function more efficiently.
- Maintained and cataloged the company's digital library and company's marketing documentation.

### **DoALL Sawing Products, Savage – Marketing Content Specialist. MAY 2019 – FEB 2020**

- Used research and marketing skills to brainstorm, produce and test a range of content that grows brand awareness and guides direct sales.
- Aligned content strategy with an understanding of audiences and global market trends within each of our target industry markets.
- Supported our sales team with content for presentations.
- Created digital and graphics to tailor content for distribution across a range of formats (print, web, social, email, video).
- Implemented marketing strategy for Fabtech tradeshow; including booth design, marketing material, press releases, photography, and video content.

- A proven record of excellence in overseeing multiple projects and the ability to multi-task in an unstructured work environment.

#### **Hopkins West Junior High, Minnetonka - Video Media Specialist. AUG 2017 – MAY 2019**

- Designed digital media campaigns aligned with business goals.
- Coordinated the creation of digital content (e.g. website, blogs, and podcasts)
- Managed end-to-end digital projects.
- Assisted the filmmaking class and help facilitate students with their projects.
- Established web presence to boost brand awareness.
- Maintained a strong online voice through social media.

#### **DC7Productions, Twin Cities, Telecommute - Consultant/Contractor JAN 2011 - PRESENT Independent**

- Provided graphic design, print preparation, and archiving of marketing collateral including but not limited to brochures, advertising, website materials, posters, packaging, various sales materials, and logos for all products and services.
- Prioritized and managed multiple projects within design specifications and budget restrictions.
- Managed projects from conceptualization to production, including but not limited to consulting with client and management to determine the scope of the project, developing sample layouts for approval, interfacing with vendors, presenting samples for approval, and preparing the final layout for production.
- Maintained a high level of knowledge and skill with all computer software related to the design and production of print materials. Assist with strategizing, designing, and producing visual communications.

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### **FREELANCE PROJECTS**

- **MARKETING AND DESIGN CONTRACTOR - REVOLUTIONARY SPORTS - MINNEAPOLIS, MN**  
Organize all existing assets and detailed scope documents for each future project. Marketing email templates and web content refresh. Print materials for camps and classes. Curriculum outlines and topic page. Marketing video clips to integrate into web and other digital platforms. Instructional videos for coaches which complement the curriculum. Learning resources for participants and families (trading cards, hand-outs, etc.). An online learning resource for coaches.
- **PRODUCT DESIGN CONTRACTOR - JANUS RAZORS LLC - MINNEAPOLIS, MN.**  
Designed the packaging for the product. Designed product manuals and other marketing materials for the product. Marketing video clips to integrate into web and other digital platforms. Videos for promotion and branding.
- **WEB DESIGN CONTRACTOR - ALBAMEX LEAGUES - MINNEAPOLIS, MN**  
Created, designed maintained, and updated website for Albamex leagues: [www.albamex.com](http://www.albamex.com).
- **VIDEO EDITOR CONTRACTOR - COPY-RIGHT PRINTING - EAGAN, MN 5.**
- **GRAPHIC DESIGNER- CHEZA NAMI FOUNDATION - PLEASANTON, CA**  
Designed clear, engaging, well-branded graphic communications for print and web. Including logos, direct mail pieces, branded promotional items, website, and social media graphics, posters, flyers, and other marketing materials as needed. Develop branding elements, such as digital, outdoor, print, social media, collateral, and promotional materials from concept to prepress to production. Collaborates with the creative team to develop and implement design solutions and to ensure

successful representation (i.e., cohesive messaging and consistent branding) of the brand across all media outlets. Create conceptual layouts by design principles (e.g., color, typography, photographic selection, etc.) for the brand.

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## **EDUCATION**

- Academy of Art University, San Francisco - MFA: Motion Pictures & Television **SEP 2013-DEC.2016**
  - University of Minnesota, Twin Cities - BDA: Architecture **SEP 2008 - MAY. 2013**
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## **SKILLS**

- Knowledge of visual and digital design principles.
- Excellent understanding of web design methods and best practices.
- Understanding of pre-press production process, graphic/image preparation for print and web.
- Advanced knowledge of Adobe Creative Suite (e.g. Photoshop, Illustrator, InDesign, and Dreamweaver).
- Desire to work in a fast-paced environment and ability to adapt to changing priorities.
- Self-directed with excellent organizational skills.
- Knowledge of layout, color, grids, icons, typography, proportion, photography, motion/rich media, and brand to create elegant, smart solutions and high-quality deliverables.
- Ability to create and edit video for Web, email, applications, and social media.
- Ability to convey clear, concise information in verbal, written, electronic, and other communication formats; and to demonstrate active listening while engaging others.
- Ability to develop and maintain positive business relationships and foster an environment of mutual respect, understanding, trust, and support.
- Ability to work independently as well as collaboratively with seasoned creative and marketing teams.
- Ability to adapt and adjust planned work through assessing work demands, competing priorities, and tight deadlines.